CONTRACT



WAVE-TV 725 South Floyd Street
Please use this for correspondence onl
Louisville, KY 40203 (502) 585-2201

Contract / Revision		Alt Order #
767517	1	

Advertiser Ref

www.wave3.com

And:

Radiomike Inc 1905 Deer Park Avenue Louisville, KY 40205

	/6/51/	/	l	
Product				
Morgan McGarvey/Senat	e			
Contract Dates	Estimate #			
05/13/12 - 05/21/12				
<u>Advertiser</u>			Original Da	te / Revision
McGarvey, Morgan for S	tate Senate		05/10/12	/ 05/18/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	cast	Cash
	Station	Accou	nt Executive	Sales Office
	WAVE	Doug F	Roberts	Louisville
	Special Hand	ling		
	Demographic			
	Adults 25-54			
	IDB#	Advert	iser Code	Product Code

Agency Ref

		Spots/		Tot	tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type S	Spots	Amount
N 1 WAVE 05/14/12 05/21/12 Wave Early Sunrise	430-5x	:30	NM	6	\$180.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 05/14/12 05/20/12 MTWTF 5	\$30.00				
Week: 05/21/12 05/27/12 M 1	\$30.00				
N 2 WAVE 05/14/12 05/18/12 WAVE Sunrise I (5-5:30am)		:30	NM	3	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/14/12 05/20/12 M-W-F 3	<u>Rate</u> \$100.00				
N 3 WAVE 05/16/12 05/18/12 WAVE Sunrsie III 6-7am	6-7am	:30	NM	2	\$550.00
Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI	2	φ330.00
Week: 05/14/12	\$275.00				
N 4 WAVE 05/17/12 05/18/12 NBC Today Show	7-9am	:30	NM	4	\$1,400.00
Start Date	<u>Rate</u>				
Week: 05/14/12	\$350.00				
N 5 WAVE 05/16/12 05/18/12 WAVE 3 News 11am	11-1130am	:30	NM	3	\$375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/14/12 05/20/12WTF 3	Rate				
	\$125.00			_	4700.00
N 6 WAVE 05/15/12 05/20/12 WAVE 3 News 5-530pm	5-530pm	:30	MM	2	\$720.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/14/12 05/20/12 -TF 2	<u>Rate</u> \$360.00				
N 7 WAVE 05/16/12 05/20/12 WAVE 3 News 530-6pm	530-6pm	:30	NM	2	\$800.00
Start Date End Date Weekdays Spots/Week	Rate	.00		-	4000.00
Week: 05/14/12 05/20/12W-F 2	\$400.00				
N 8 WAVE 05/15/12 05/20/12 WAVE 3 News 6-630pm	6-6:30pm	:30	NM	2	\$1,000.00
Start Date	Rate				
Week: 05/14/12 05/20/12 -TF 2	\$500.00				
N 9 WAVE 05/17/12 05/17/12 WAVE 3 @ 7 PM	M-F 6:58-7:27 PM	:30	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/14/12 05/20/12T 1	<u>Rate</u> \$500.00				
		:30	NM	2	\$850.00
N 10 WAVE 05/15/12 05/16/12 WAVE 3 News 730-8pm (M- Start Date End Date Weekdays Spots/Week	Rate	:30	INIVI	2	φου.υυ
Week: 05/14/12 05/20/12 -TW 2	\$425.00				
N 11 WAVE 05/14/12 05/17/12 Late News M-Sat	11-1136pm	:30	NM	3	\$1,200.00
	•		•		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.



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Louisville, KY 40203

Obj. 13/12 - 05/2 (502) 585-2201

Alt Order# Contract / Revision 767517

Product Estimate # 05/13/12 - 05/21/12 Morgan McGarvey/Sena

Original Date / Revision <u>Advertiser</u> 05/10/12 / 05/18/12 McGarvey, Morgan for Sta

		Spots/		Tot	als
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Sp	ots	Amount
Start Date End Date Weekdays Spots/Week Week: 05/14/12 05/20/12 M-wT 3	<u>Rate</u> \$400.00				
N 12 WAVE 05/13/12 05/20/12 NBC Meet The Press	MTP	:30	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/07/12 05/13/12S 1	<u>Rate</u> \$500.00				
Week: 05/14/12 05/20/12S 1	\$500.00				
N 13 WAVE 05/21/12 05/21/12 WAVE Sunrise I (5-5:30am)	5-5:30am	:30	NM	1	\$140.00
Start Date End Date Weekdays Spots/Week Week: 05/21/12 05/27/12 M 1	<u>Rate</u> \$140.00				
N 14 WAVE 05/21/12 05/21/12 WAVE Sunrise II (5:30-6am)		:30	NM	1	\$210.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 05/21/12 05/27/12 M 1	\$210.00 6-7am	:30	NM	3	\$1,155.00
N 15 WAVE 05/21/12 05/21/12 WAVE Sunrsie III 6-7am Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI	3	ψ1,193.00
Week: 05/21/12 05/27/12 M 3	\$385.00				
N 16 WAVE 05/21/12 05/21/12 NBC Today Show Start Date End Date Weekdays Spots/Week	7-9am Rate	:30	NM	2	\$980.00
Start Date End Date Weekdays Spots/Week Week: 05/21/12 05/27/12 M 2	\$490.00				
N 17 WAVE 05/21/12 05/21/12 WAVE 3 News 11am	11-1130am	:30	NM	2	\$350.00
Start Date End Date Weekdays Spots/Week Week: 05/21/12 05/27/12 M 2	<u>Rate</u> \$175.00				
N 18 WAVE 05/21/12 05/21/12 WAVE 3 News 5-530pm	5-530pm	:30	NM	1	\$505.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 05/21/12 05/27/12 M 1	\$505.00	.20	NM	1	\$560.00
N 19 WAVE 05/21/12 05/21/12 WAVE 3 News 530-6pm Start Date End Date Weekdays Spots/Week	530-6pm Rate	:30	INIVI	,	φ500.00
Week: 05/21/12 05/27/12 M 1	\$560.00				
N 20 WAVE 05/21/12 05/21/12 WAVE 3 News 6-630pm	6-6:30pm	:30	NM	1	\$700.00
Start Date End Date Weekdays Spots/Week Week: 05/21/12 05/27/12 M 1	<u>Rate</u> \$700.00				
N 21 WAVE 05/21/12 05/21/12 WAVE 3 @ 7 PM	M-F 6:58-7:27 PM	:30	NM	1	\$700.00
Start Date End Date Weekdays Spots/Week Week: 05/21/12 05/27/12 M 1	<u>Rate</u> \$700.00				
N 22 WAVE 05/21/12 05/21/12 WAVE 3 News 730-8pm (M-		:30	NM	1	\$595.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 05/21/12 05/27/12 M 1	\$595.00 11-1136pm	:30	NM	1	\$560.00
N 23 WAVE 05/21/12 05/21/12 Late News M-Sat Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI	'	Ψ500.00
Week: 05/21/12 05/27/12 M 1	\$560.00				
N 24 WAVE 05/15/12 05/18/12 WAVE Sunrise II (5:30-6am) Start Date End Date Weekdays Spots/Week		:30	NM	4	\$600.00
Start Date End Date Weekdays Spots/Week Week: 05/14/12 05/20/12 -TWTF 4	<u>Rate</u> \$150.00				
N 25 WAVE 05/20/12 05/20/12 Celeb Apprentice 9-11p	Celeb Apprentice S	:30	NM	1	\$700.00
Start Date End Date Weekdays Spots/Week Week: 05/14/12 05/20/12 S 1	<u>Rate</u> \$700.00				
N 26 WAVE 05/21/12 05/21/12 America's Got Mon 8-9p	America's Got Tale	:30	NM	1	\$1,550.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 05/21/12 05/27/12 M 1	\$1,550.00	:30	NM	1	\$300.00
N 27 WAVE 05/21/12 05/21/12 4-5pm (Mon-Fri) Start Date End Date Weekdays Spots/Week	4-5pm <u>Rate</u>	.50	IAIAI	'	ψυσυ.συ

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Signature:

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Product		Estimate #
767517	1	
Contract / Revision		Alt Order #

Morgan McGarvey/Sena 05/13/12 - 05/21/12 Original Date / Revision Advertiser 05/10/12 / 05/18/12

Spots/ Totals Start/End Time Length Week Rate Type Spots Amount Days Ch Start Date End Date Description Spots/Week Rate **End Date** Weekdays Start Date \$300.00 Week: 05/21/12 05/27/12 54 \$18,480.00 Totals Net Amount Time Period # of Spots **Gross Amount** \$18,480.00 \$15,708.00 04/30/12 -05/21/12 54 Totals 54 \$18,480.00 \$15,708.00

Date:

McGarvey, Morgan for Sta

NAB Form PB-16 Candidates

to Day Roberts

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

Mike Ward Morgan McGarve e of the Democrati			Date:	
Morgan McGarve				, a legally
e of the Democrati				, a legally
d on: may 22, 2012	arvey for State	Senate		politica
Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
beginning May 13, 2012				
	t station time as foll Time of Day, Rotation or Package beginning May	at station time as follows: Time of Day, Rotation or Package beginning May	at station time as follows: Time of Day, Rotation or Package Days Class beginning May	Time of Day, Rotation or Package Days Class Times per Week